



## 5. COURSE LEADER

The course leader, or instructor, should know the subject thoroughly. It is an advantage if, in addition, he has had successful experience in leading discussions. The provincial supervisor of small business management training who is responsible for locating and training the leader will appreciate suggestions of the sponsoring group.

## 6. REGISTRATION TARGETS

A minimum of 15 participants and a maximum of 25 should be set for a course. Approximately 20 is an ideal figure. The sponsoring group should endeavour to have this many registrations at least one week in advance of the start of the course. This allows time to arrange additional publicity promotion if it is required.

## 7. REGISTRATION FEES

Registration fees are usually set at a rate to cover the costs of the instructor's fees, meeting room, publicity, etc. The sponsoring association collects the fee.

## AT THE END OF THE COURSE:

Although much good may come from a single course, only through a carefully planned series of studies in specific areas of management can an owner prepare himself for the stiff competition of the future.

The sponsoring committee will be able to develop plans for a continuing program by talking to the participants of the first course concerning their preference for subjects. The committee may wish to give course members copies of **Here's Something for Small Businesses!** and ask if they would like one of the other courses. They could also be asked when they would like the course to start. In this way, from a group taking its first course, one half of the necessary registrations have frequently been received for later courses.

The Small Business Management Training Program is a joint federal-provincial project designed to make available courses on a number of management subjects to groups of owner/managers in their own communities.

The program has been developed by the Small Business Management Training Division, Technical and Vocational Training Branch, Department of Labour, Ottawa. Provincial governments receive financial support under Program 4 of the federal-provincial Technical and Vocational Training Agreements in administering this program.

For a copy of **Here's Something for Small Businesses!** which describes each course and for information as to courses in your area contact the vocational education division of your provincial department of education.

## DEPARTMENT OF LABOUR, CANADA

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# Organizing Small Business Courses

Management Accounting

Marketing

Purchasing

Business Law

Personnel

SMALL BUSINESS  
MANAGEMENT TRAINING PROGRAM



The Small Business Management Training Program has been developed to provide short business courses for owner/managers in their own communities.

Prepared by recognized authorities in the field of small business management, the courses include Management Accounting, Retailing, Marketing for Manufacturers, Purchasing for Manufacturers, Bookkeeping, Marketing for Service Businesses, Export Marketing, etc. They are described in the leaflet **Here's Something for Small Businesses!**\*

Each course is taught by a business or professional man who is an authority on the subject and who has had direction in the method of teaching the course.

This pamphlet has been prepared for local associations of businessmen which wish to organize such a course. Many groups sponsor the courses regularly because they have proved of valuable assistance to owner/managers in increasing the profitability of their businesses. Associations have also found that sponsoring a course leads to more active support of the organization by local businessmen. Experience with the courses from coast to coast has indicated that owners and operators of small businesses welcome the courses and attend them faithfully.

The Program is under the direction of a supervisor of small business management training in the provincial department of education. He assists local groups in sponsoring courses by providing:

1. detailed information on courses;
2. brochures and other promotional materials;
3. qualified course leader;
4. course materials;
5. other assistance at any point in the planning and operation of the course program.

## HOW TO ORGANIZE A COURSE

A group wishing to organize a course should initially appoint a sponsoring committee composed of its members and assisted by other individuals who may be helpful in promoting the course.

Normally, the sponsoring committee would:

1. Select the most appropriate course for its group.
2. Determine dates, time, and location for the course.
3. Arrange for a suitable meeting room.
4. Seek publicity support for the course.
5. Suggest a suitable course leader.
6. Set registration targets.
7. Collect registration fee.

### 1. SELECTING COURSE

The choice of course depends upon the group's membership. A merchants' association might wish to sponsor the Retailing Course for its members. Another course, Management Accounting, has been prepared to cover all types of businesses and this, in addition to the importance of the subject, makes it a course of wide general appeal.

### 2. SETTING DATE AND TIME

Because most businessmen are extremely busy at seasons such as Christmas and Easter, courses should not be arranged to conflict with these periods. Past experience indicates that September, October, January and February are widely accepted as being the best months in which to start courses. As it usually takes about one month to organize a course, sponsoring committees should make allowance for this in determining the starting date.

### 3. ARRANGING MEETING ROOM

The room in which the course is to be held should be well ventilated and illuminated and otherwise suitable for a meeting of up to 25 people. A blackboard is usually required by the course leader. Table and chair arrangements should provide for the most effective participation by all members taking the course.



### 4. PUBLICITY SUPPORT

To promote attendance at these courses, the most effective medium is personal contact with potential members. In addition, valuable publicity can usually be obtained through the co-operation of local newspapers and radio and television stations.

**Personal Contact:** The sponsoring committee should telephone and visit prospective members, giving them a brief course outline, a description of the instructor's background and a personal invitation to attend the course. This is probably the best method of assuring good attendance.

**Brochures:** It is helpful, in making these personal contacts, to have an inexpensive brochure available for distribution when contacting possible members. This should give pertinent details as to where and when the course will be held. Sample brochures are available and can be obtained from the provincial supervisor of small business management training.

**Direct Mail:** Letters and brochures can be sent to local businessmen as an initial step in announcing a course. This should, however, be followed by a personal visit or a telephone call from a committee member within a short time after the mailing of any material.

**Advertisements:** Advertisements in the community news media are always a valuable preliminary to personal contact and, in some cases, these media will assist such community projects with valuable public service support.

**Press Releases:** These should contain key points about the course and other information which would be of news interest to the community.

The scheduling of this promotional support is important. With good planning, a promotional program of this nature should achieve the maximum impact on owner/managers. The timing of promotional activities should allow potential course members the opportunity of hearing about the course on a number of occasions.

A promotional program can effectively be launched one month ahead of the actual starting date of the course. Any material which has to be prepared and printed should be ready for distribution prior to the start of the promotional program.

\* Please refer to back cover.